

SG STORIES CONTENT FUND
FREQUENTLY ASKED QUESTIONS

FUND

1. What are the Key Performance Indicators (KPIs) as well as the disbursement timeline to note?

For accepted projects, the awarded funds (90% of qualifying costs or S\$150,000, whichever is lower) will be disbursed at two (2) key milestones with these key deliverables:

- **1st disbursement:** 30% of the awarded funds will be disbursed upon STB's approval and acceptance of the submitted storyboard/script.
- **2nd disbursement:** Remaining 70% of the awarded funds will be disbursed upon delivery and acceptance by STB of the stated project deliverables. This includes but is not limited to the submission and verification of supporting documents for the following;
 - a. Proof of and acceptance by STB of project completion;
 - b. Proof of and acceptance by STB of the distribution of assets / content on digital platform(s), where applicable; and
 - c. Providing STB the assets / content for distribution on STB's owned channels, on STB's discretion.

2. If we are featuring a series of videos, do we need to release all videos within 4 weeks from the signing of the agreement?

It is intended for the project to be delivered within 4 weeks from the signing of agreement and that would include completion and distribution. With that in mind, short-form digital video content is preferred, we strongly encourage applicants to submit viable proposals that are executable according to the timeframe. This would be taken into consideration under feasibility of proposal during evaluation of award. Where necessary, roll out plans with awarded applicants may be assessed on a per project basis.

CONTENT

3. Is there a specific format for content supported by the Fund?

The Fund supports digital video content as the intent is to share this widely across easily accessible channels such as on social media platforms i.e. Facebook, Instagram, YouTube, etc.

With that in mind, the submitted digital video content could be in (but is not limited to) the following formats:

- Films such as short films and omnibus series;
- Videos such as travelogues, videos for social media and video sharing platforms, commentaries, magazine shows;
- Animation such as stop-motion animation, digital animation.

The content should convey your concept in a crisp and concise format, taking into consideration your desired platform and target audience. Short-form content that is suitable for sharing on social and digital platforms is preferred and encouraged.

4. Are there specific themes for content supported by the Fund?

The Fund supports submitted content that focuses on highlighting Singapore as an aspirational / attractive destination, through entertaining, emotive, and creative Singapore stories centred on one (or more) of these themes – **Strength, Resilience, Solidarity or Unity**.

The content could also potentially include (but not limited to) or showcase Singapore in one (or more) of these following categories:

- a. Arts: plays, virtual museums, dances, concerts, etc
- b. Sport: sporting activities, tournaments, etc
- c. Entertainment: stand-up comedy, music videos, etc
- d. Food: cooking classes, chef reviews etc
- e. Sightseeing: guided virtual tours of nature reserves, parks, islands and farms etc
- f. Shopping / Fashion: fashion & retail tips etc.

The Fund does not support submitted content / projects that overtly promotes a business or its service, as its aim is not to support commercial advertising purposes / opportunities.

5. Can the content be in another language, other than English?

Noting the need for relevance to the global and local target audience, content should be in English. Projects covering content in any other languages would be assessed on a case-by-case basis. For avoidance of doubt, applicants could propose content in both English and other languages, subject to approval and support by STB.

6. Will I get to own the rights to the content I have created?

Intellectual Property (IP) ownership to the Project will reside fully with the applicant. However, upon endorsement and acceptance of the Letter of Acceptance and Terms and Conditions, all successful applicants agree to provide STB global, perpetual rights to share the content either in part or in full, on STB's owned platforms (where suitable). This increases distribution opportunities for the applicant and increases exposure for the content.

ELIGIBILITY

7. Who can apply for the Fund?

All local and international content creators, such as individuals and registered businesses in the areas of production, media, tourism, digital marketing, influencer marketing, etc, could apply for the fund.

APPLICATION

8. Is there an application window?

Applications will open from 1 May 2020 to 31 May 2020 (both dates inclusive), where interested parties are able to submit their applications – via the FormSG link hosted on STB Corporate Website – for STB’s assessment.

9. Can I submit a proposal in collaboration with one (or more) companies, organisations, or individuals?

Yes, proposals can be submitted in collaboration with other companies, organisations or individuals. However, there should only be one (1) lead applicant per proposal, who will undertake all decisions and correspondence that are made with regard to the Project. All partnership details, including written proof of collaboration or intent, should be included in the proposal.

10. Can I submit a proposal for a project that is currently in production?

No, projects must not have started production at the time of fund application and award. This is to ensure that all projects produced are aligned with Singapore’s destination brand, and assessed on an even playing field. Qualifying costs should also not have been incurred, at the point of application.

11. If I am already receiving funding under other government grants, will I be eligible for STB’s SG Stories Content Fund?

Should this be for the same project, you would not be eligible for STB’s SG Stories Content Fund. However, it would be eligible if the submission is for a different / unique project.

12. Is it mandatory to have financing plans / support for the remaining funds at the time of application?

Yes, the applicant would need to secure and share proof of financing for the remaining funds and this could potentially take in the form of the following; which includes but not limited to, personal / company bank statements (should an individual applicant be funding it himself / herself), a Letter of Intent by a financier, endorsement by a third-party company, or similar.

13. Is it mandatory to have a clear distribution and marketing plan at the time of application?

While not mandatory, applicants are strongly encouraged to submit a detailed distribution or marketing plan at the time of application.

AWARD

14. What if there's a delay in production and/or I am unable to deliver the project within the project qualifying period of 4 weeks from the signed agreement?

Approval must be sought for an extension of the project qualifying period. The remaining 70% of funds, awarded upon completion of the project and its deliverables, will be disbursed only if approval for the extension of the project qualifying period is given by STB.

OTHERS

15. Are there any other guidelines that STB would like the applicants to be aware of, and to adhere to?

During the creation of content, applicants must adhere strictly to filming rules and regulations such as, but not limited to:

- Prohibition of outdoor filming during Circuit Breaker period
- Prevailing safe distancing measures*, to ensure public health safety
- Seeking permission and obtaining necessary location permits to film in private establishments
- Seeking permission to film in public areas, where they may obstruct human or vehicular traffic

** For avoidance of doubt, prior to filming, all applicants are to check on prevailing government guidelines on indoor and outdoor activities.*

Content found to have been created in disregard of these measures will be disqualified from the Fund.

16. Does the Fund encourage applicants to go out and shoot videos? Doesn't this contradict current elevated safe distancing rules to stay at home?

Applicants are strictly not allowed to film outdoors during the Circuit Breaker period. To ensure the health and safety of all, applicants can only film outdoors when the prevailing safe distancing measures imposed by the Multi-Ministry Taskforce allow them to do so. Where possible, the submitted proposal should indicate clearly details of their production and execution plans, including indoors vs. outdoors plans.

17. With the extension of the Circuit Breaker till 1 June 2020, how will awarded applicants be able to proceed with outdoor filming?

Applicants are to strictly adhere to the Circuit Breaker guidelines and not undertake outdoor filming. In view of that and should outdoor filming be necessary for the proposal, STB will take into account prevailing government measures in deciding whether extensions would be granted to the 1-month production timeline. Where possible, the submitted proposal should indicate clearly details of their production and execution plans, including indoors vs. outdoors plans. STB will assess the production timelines of awarded projects on a per project basis.

18. Can I submit my proposal on the last day of the application window (ie. 31 May 2020)?

SG Stories is a running fund within the application window of 1 to 31 May 2020 (both dates inclusive). In light of this, while proposals are accepted till 31 May, we strongly encourage interested applicants to submit your proposals as soon possible within the application window for support.

For further enquiries, email SGstories@stb.gov.sg